

REMARKS

Claims 24-43 are currently pending in the application, of which claims 24, 33 and 43 are independent claims. In view of the following Remarks, Applicants respectfully request reconsideration and timely withdrawal of the pending rejections for the reasons discussed below.

Rejections Under 35 U.S.C. § 103

Claims 24-31 and 33-42 stand rejected under 35 U.S.C. § 103(a) as being allegedly unpatentable over U. S. Patent No. 5,907,324 issued to Negishi, *et al.* ("Negishi") in view of U. S. Patent No. 6,421,039 issued to Moon, *et al.* ("Moon"). Applicants respectfully traverse this rejection for at least the following reasons.

With respect to claims 24-31, the cited references fail to disclose or suggest "controlling the first data signal and the second data signal based on polarities of the first pixel voltage stored in the first pixel electrode and the second pixel voltage stored in the second pixel electrode to *simultaneously increase or decrease the first voltage difference and the second voltage difference*", as recited in claim 24.

Figs. 15A and 15B of Moon show that the phases of the first common voltage and the first data voltage of the odd column are reversed compared to those of the second common voltage and the second data voltage of the even column. However, this has nothing to do with controlling the data signals for *the pixel electrodes on the same column* to simultaneously increase or decrease the first voltage difference and the second voltage difference. Thus, Moon does not disclose or suggest this claimed feature.

This is further evidenced by the fact that the Examiner was not able to point out which portions of the cited references disclose or suggest controlling the data signals for the pixel electrodes on the same column to *simultaneously* increase or decrease the first voltage difference and the second voltage difference. In fact, the Office Action even does not assert that the cited references disclose or suggest this claimed feature.

For these reasons, it is submitted that claim 24 and its dependent claims 25-31 are patentable over the cited references.

With respect to claims 33-42, independent claim 33 recites "a data driver controlling the first data signal and the second data signal based on polarities of the first pixel voltage stored in the first pixel electrode and the second pixel voltage stored in the second pixel electrode to *simultaneously* increase or decrease the first voltage difference and the second voltage difference".

As previously mentioned, the cited references fail to disclose or suggest this claimed feature. This is further evidenced by the fact that the Office Action does not contain any assertion that the cited references disclose or suggest this claimed feature. Thus, it is submitted that claim 33 is patentable over them. Claims 34-42 that are dependent from claim 33 would be also patentable at least for the same reason.

Accordingly, Applicants respectfully request withdrawal of 35 U.S.C. §103(a) rejection of claims 24-31 and 33-42.

Claims 32 and 43 stand rejected under 35 U.S.C. §103(a) over Negishi in view of Moon and further in view of Japanese Patent Publication No. 03125187 to Konoue, *et al.* ("Konoue"). This rejection is respectfully traversed.

Claim 32 is dependent from independent claim 24. As previously mentioned, claim 24 is patentable over Negishi and Moon because, for example, the asserted combination of Negishi and Moon does not disclose or suggest controlling the data signals for the pixel electrodes on the same column to simultaneously increase or decrease the first voltage difference and the second voltage difference.

Konoue does not disclose or suggest controlling data signals to simultaneously increase or decrease the voltage differences by the data signals for *the pixels on the same column*. Thus, it is submitted that claim 24 is patentable over the asserted combination of Negishi, Moon and Konoue. Claim 32 is dependent from claim 24 and would be also patentable at least for the same reason.

Independent claim 43 recites "a data driver controlling the first data signal and the second data signal to simultaneously increase or decrease the first voltage difference and the second voltage difference". As previously mentioned, the cited references fail to disclose or suggest this claimed feature. Thus, it is submitted that claim 43 is patentable over them.

Accordingly, Applicants respectfully request withdrawal of 35 U.S.C. §103(a) rejection of claims 32 and 43.

CONCLUSION

Applicants believe that a full and complete response has been made to the pending Office Action and respectfully submit that all of the stated grounds for rejection have been overcome or rendered moot. Accordingly, Applicants respectfully submit that all pending claims are allowable and that the application is in condition for allowance.

Should the Examiner feel that there are any issues outstanding after consideration of this response, the Examiner is invited to contact the Applicants' undersigned representative at the number below to expedite prosecution.

Prompt and favorable consideration of this Reply is respectfully requested.

Respectfully submitted,

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